PUBLIC INFORMATION RELEASE

YALE BROADCASTING COMPANY, INC.
242-A YALE STATION, NEW HAVEN, CONNECTICUT
UNiversity 5-6400

Release to: ALL INTERESTED

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TV POLL FOR FIRST TWO HOUR SHOW

1. Total number sets in use		8 (2 in Saybrook)
2. Total number of prople entering rooms with sets		322
3. Total number watshing WYBC-TV		251
4. Percent watching WYBC-TV		78.0%
5. Average Total audience per set		31.4%
a. Lowest audience for one set		12
b. Highest audience for one set		60
6. Video reception by colleges:	Berkeley--Fair Branford--Poor Saybrook Common Room--Good Saybrook Snack Bar--Good Silliman--Fair T. D.--Poor Trumbull--Good Calhoun--Good	
7. Average time watched		20.7min.
8. Average audience per set at any time		7.1
a. During Lecture		4.17
b. During Yale Sings		10.0
c. During Who's My Father		10.0
d. During Jazz		6.75

9. Total audience at:

8:15---33	9:15---83
8:30---35	9:30---80
8:45---36	9:45---62
9:00---81	10:00---46

Explanation of This Poll and Its Limitations

This poll was taken in all the common rooms of Yale where TV sets hooked into our lines can receive WYBC-TV. Since the size of the audience was comparatively small we were able to poll and count the whole audience; this is not merely a representative sample. Such things as "available audience", "Share of audience", and "Hooper rating" are difficult to calculate, however. "Available audience" could be calculated as the amount who entered the rooms divided by the population of Yale. This is a fallacy, for there are so few sets that it is not feasible for all those who want to see the show to get a decent seat near a TV set. The present lack of a set on the freshman campus is undoubtedly costing us listeners. Share of audience is affected because with the small number of sets, the majority rules, and it becomes a case of making choices by a sort of electoral college. The great majority watched us all the time. If there had been two TV sets in each room, it is highly possible that some of the audience would have preferred another program, and conversely.

All of the following were limitations and were taken into account except as otherwise noted:

1. There were too many people in Branford to count accurately; the man polling claimed his number was a little small if anything.

2. In Silliman the video signal knocked out the 640 signal and there was poor sound when there was any.

3. In Calhoun the set was changed to Basketball at 9:07 and the poller left. The result is that the total number of persons is somewhat too small and our percent of listeners a little high.

4. Saybrook Common Room watched Bob Hope until 8:50; then switched to us. A full count was kept, i.e. no inaccuracies here.

5. Failure to throw knift switches accounted for all cases of fair and poor reception. In TD reception remarkably improved after first hour when a spectator threw this switch.